MARKET MOMENT

OPPORTUNITIES FOR UK MORTGAGE BROKERS

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INTRODUCTION

Richard Howes
Director of Mortgages

This "Market Moment" in conjunction with Accord mortgages explores the characteristics of the mortgage maturity market in the UK and examines the strategic avenues it opens for mortgage brokers in an increasingly competitive landscape.

The UK mortgage market is one of the most established and sophisticated in the world and has been undergoing significant transformation over the past two decades. In my early working days a mortgage was for circa 25 years, today it's for most, if not all, of someone's working life.

As the industry matures, driven by; evolving consumer expectations, regulatory pressures, interest rate fluctuations, and technological innovations, a host of new opportunities is emerging—especially for UK mortgage brokers.

There is only one place one can start such an essay and that's with the **Financial Conduct Authorities (FCA) policy statement PS21/11,** announcing voluntary rules for lenders that allow them to discuss mortgage options with customers without directing them to advice.

Emad Aladhal, Director of Retail Banking at the FCA, when asked if enabling more borrowers to remortgage without advice – even to another lender – would change the adviser-client relationship, the response was advisers would always have a good connection with borrowers, going on to say,

> "Why wouldn't that continue? To give a very practical example, if a customer is experienced, has had a mortgage before and wants another mortgage, they know what they're doing. They know exactly what they want from their product, but maybe they don't know how to complete an online form"

Source: Mortgage Solutions, 22nd July 2025

It's really interesting to question what goes to the heart of why someone might want mortgage advice. While many Re-mortgages and/or Product Transfers are undoubtedly relatively easy to transact, to get to the point of transaction needs areas of a clients life that require careful consideration.

Indeed will clients take into account their changed circumstances, since they took out their mortgage which could have been 5 years ago if they fixed for this time?

Have they been honest with themselves around their salary now and its expectations, their hopes (fears) goals, credit, vulnerability?

All of the above is the domain of the broker who can do it empathetically, dispassionately, independently and with a knowledge of the whole market.

It is this whole market piece that the customer stands to lose out on, with respect to the banks who will be engaging in this - and we know who will be at the forefront of this offering (that is those with the largest customer bases where Re-mortgaging opportunities and protecting their back book becomes the reasoning) their technology will drive the decision.

You can almost see the adverts now: who wouldn't be interested?

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SPEED AND SIMPLICITY...

...are not what I would call conducive "bed fellows" when making a decision involving hundreds of thousands of pounds.

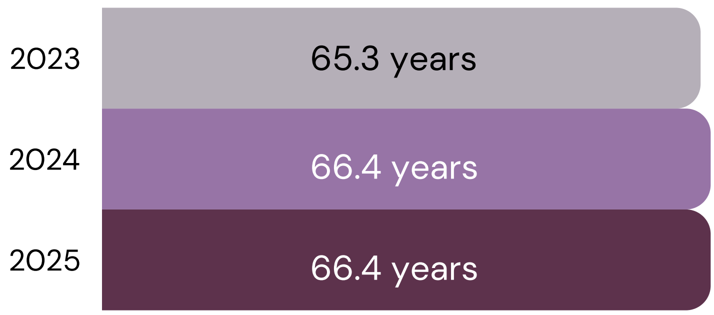
Whilst it is true there is more consumer awareness today in finance, with borrowers being more informed about interest rates, repayment options, and lender reputations, there are so many other factors to consider, many of which for a consumer are nuanced and which a broker can spot and then advise on, to take this away puts clients potentially at risk.

As I said in my introduction the market is evolving with a trend toward longer mortgage terms. Increasing numbers of borrowers—especially younger, first-time buyers—are opting for 30 to 40-year mortgages to make monthly repayments more affordable.

UK Finance reports that by Q3 of 2025, half of all new FTB mortgages had terms over 30 years, up from a quarter a decade earlier.

This is partly a response to rising house prices, wage stagnation, and stricter affordability checks.

DATA FROM LLOYDS BANK SHOWS OVER THE FOLLOWING YEARS, THE AVERAGE AGE AT MATURITY FOR THEIR MORTGAGE BOOK IS:



Again a broker earns their fees where they can advise clients on the long-term cost implications of extended mortgage terms and then support remortgaging strategies that help reduce the total interest paid over the lifetime of a mortgage.

We have seen the market evolve where client's needs are more complex than ever before. Areas such as the self-employed, contractors, older borrowers, ex-pats, clients with different and non-interacted income streams, for example, all reflecting the diversity of modern working patterns and financial profiles. All variations need on-going advice and consideration every time a decision is needed on their mortgage.

With so many borrowers on fixed-term deals, the remortgaging market is becoming more active.

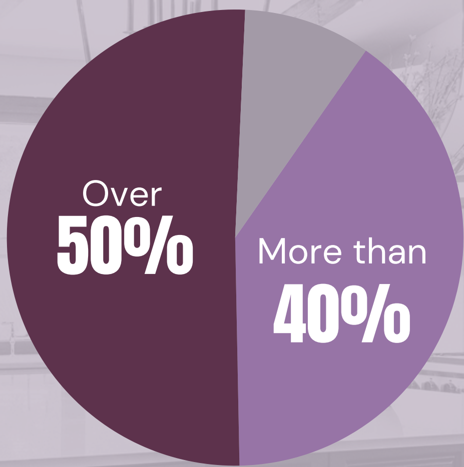
Remortgaging & Fixed-Term Deals

Nearly **885,000** mortgages were due for renewal in the first three quarters of **2024**

Source: uswitch.com

Of all expiring mortgages:

fixed at rates between **2%-2.5%**



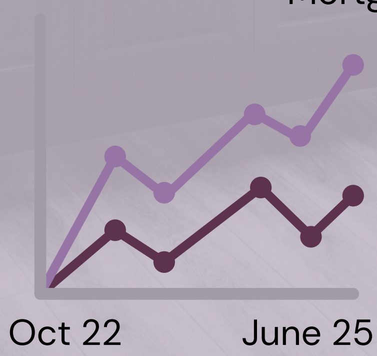
fixed at rates below **2%**

COST

meaning many borrowers are facing much higher costs when remortgaging and will need advice and guidance taking into account their new circumstances.

Remortgage activity

Reached the highest level since October 2022, — both peaks in recent months



Mortgage approvals hit **64,200**

41,800 Homeowners securing new mortgage deals

- both peaks in recent months

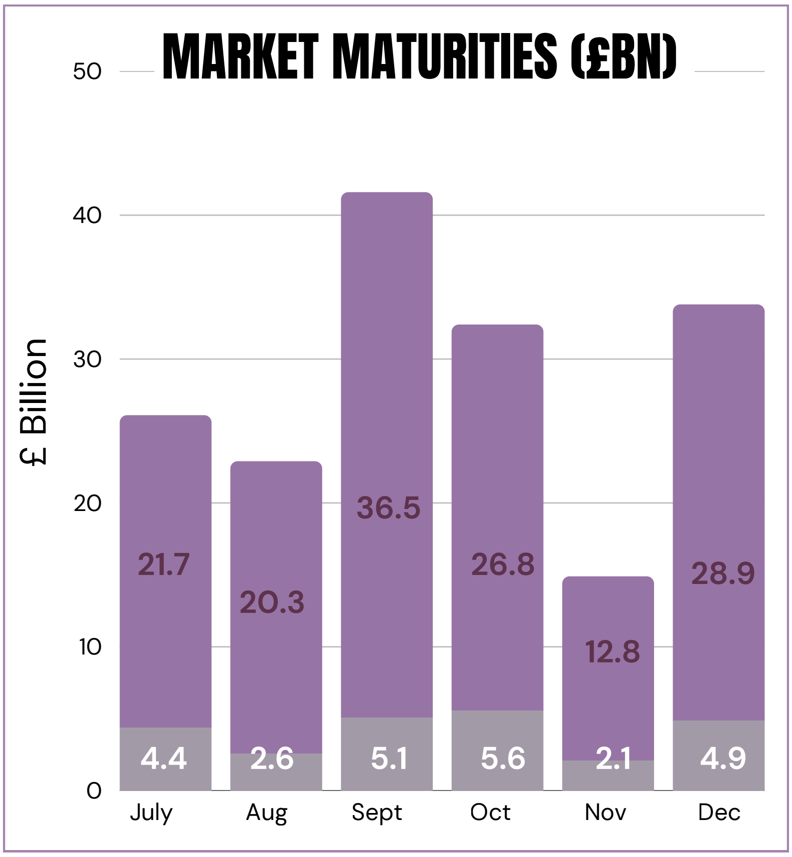
Source: Barclays, Market maturity and re-mortgage opportunities Market analysis July – December 2025

ACCORDING TO RESEARCH

Lending forecasts show remortgage volumes expected to grow by 30% year-on-year and product transfers up 13%.

Barclays' Market analysis* indicates that from July to December 2025, residential mortgages worth **£147 billion** – an 49.3% increase from 2024 – will reach the end of their term.

Additionally, buy-to-let agreements valued at **£24.6 billion** – a 49.3% increase from 2024 – are also set to mature during this period.



* CACI Ltd Mortgage Market Database as at February 2025

Capitalising on the opportunities

As a broker you can capitalise on this by building long-term client relationships and proactively contacting clients, before their fixed deals end, as has been said by many other commentators for the last few years.

Providing timely advice and securing new deals; whether internal product transfers or full remortgages, will ensure client retention and recurring revenue giving real value to your bottom line and business as well as serving your client's evolving needs.

Such ongoing and meaningful conversations helping clients could result in conversations that help them look at their Protection, G.I. and savings needs, as well as increasing ones referral leads.

And why wouldn't you? After all, dealing with existing clients, I would suggest, is a lot easier than constantly having to find new clients.

PRODUCT TRANSFER MARKET

The Product Transfer market still needs work. I regularly hear from lenders of all sizes and more worryingly, from the big 6, where 40/45% of Product Transfers are being done direct by the broker, is this what is shaping the FCA's views?

At the risk of being controversial why would you allow this? Apart from where the mortgage is almost paid off, or there are exceptional client circumstances where it's in their interests to go direct. It's a bit like in the heart of winter, “whacking” the heating on full blast, opening your windows and for good measure throwing £5.00 notes out of the window. You just wouldn't do it, so to not have a coherent client retention policy is asking for trouble.

Rather than being disrupted by technology, as a broker you can embrace digital tools to streamline operations, improve your client experience, and reduce any administrative burden to ensure your retaining of clients is a process within the advice model you run, so its ‘business-as-usual’ not an exception.

At Paradigm we have many tools available to demonstrate what can be used to help retain clients and would be happy to demonstrate and explain them.

MY FINAL THOUGHTS

As the market evolves consumers will expect more personalised and flexible services.

Currently, they are accustomed to seamless digital experiences across other industries and increasingly demand the same when buying financial products.

Do they want a one-size-fits-all solution? Which is the risk with the FCA proposal, or should they expect mortgage advice that takes into account their unique financial goals, risk tolerance, and long-term plans? That is where the broker can step forward and take this opportunity:

We believe the dovetailing of advice and technology will lead to a better broker and client relationship, which algorithms and online comparison sites cannot replicate.

Brokers can be, and generally are, the trusted adviser offering a bespoke service, helping clients navigate complex products and life circumstances.

The maturity of the UK mortgage market reflects a landscape that is well-established, highly regulated, and increasingly complex.

While growth may be slower than in emerging markets, opportunities abound for mortgage brokers who can adapt, innovate, and deepen their client relationships. Whether through embracing technology, specialising in niche lending, or providing more personalised and compliant advice, brokers have a vital role to play in helping borrowers navigate an ever-evolving mortgage journey with the Re-mortgage and Product Transfer areas at the heart of this.

Of course the broker's role is evolving—from simple intermediaries to strategic advisers, educators, and trusted partners.

Those who invest in digital transformation, build long-term client loyalty, and align their services with modern consumer needs will be well-positioned to thrive in the UK's sophisticated mortgage market.

Turning Maturity into Opportunity

As the UK mortgage market continues to evolve, 2025 stands out as a pivotal year for advisers to focus on existing customer retention and remortgage strategies. With a surge in mortgage maturities and shifting borrower behaviours, the timing is ideal for proactive engagement and tailored solutions.

Angelika Christian
Strategic Partnerships & Propsitions Manager
ACCORD MORTGAGES

WHY 2025 IS A BIG YEAR?

EXTERNAL REMORTGAGING:
Forecasted to **rise by 30%**
Reaching **£76 billion**

INTERNAL PRODUCT TRANSFERS:
Expected to **increase by 13%**
Totalling **£254 billion**

COMBINED MATURITY-DRIVEN ACTIVITY:
£330 billion

We've already seen high volumes of maturities in the first half of the year, and the second half is shaping up to be just as busy.

This wave of maturities is driven by the large volume of borrowers who locked into fixed-rate deals during the low-interest period of 2020–2022. As these deals expire, many will be seeking guidance on their next steps: whether to remortgage or switch products with their current lender.

Source: UK finance data

WHY RETENTION MATTERS MORE THAN EVER

Customer retention isn't just about keeping business — it's about building trust and long-term relationships. In a competitive market, advisers who proactively engage with existing clients can:

- Prevent churn to other lenders
- Increase lifetime customer value
- Strengthen referral networks
- Enhance brand loyalty

With rising customer expectations and digital comparison tools, borrowers are more informed than ever. Advisers must therefore offer timely, personalised advice to stay ahead.

But retention is also about relevance. The current economic climate has shifted many clients' financial circumstances, making it the perfect time to reassess their financial vulnerability and security.

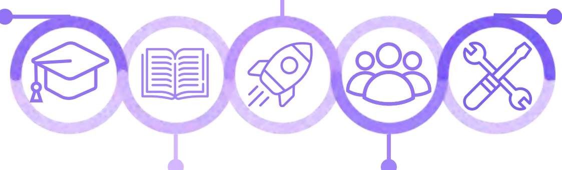
This opens the door to meaningful conversations around protection, especially life insurance and offers advisers the chance to deliver a truly holistic service. Not only does this strengthen client relationships, but it also unlocks additional revenue opportunities.

Hints & Tips for Advisers in 2025

Educate Clients
Many borrowers are unaware of the risks of reverting to SVRs. Use newsletters, webinars, or social media to explain the benefits of remortgaging and product transfers.

Start Early
Engage clients **6–9 months** before their mortgage product matures. Early conversations allow time to explore options, secure competitive rates, and build trust.

Use CRM Tools Effectively
Track product end dates and automate reminders. A well-maintained CRM helps you stay ahead of client needs and ensures no opportunity is missed.



Use Accord's Growth Series Resources
Accord Mortgages offers a free library of guides, blogs, podcasts, and webinars designed to help advisers grow their business and better serve clients.

Segment Your Client Base
Group clients by product type, maturity date, and financial goals. Tailored communication increases engagement and conversion.

MORE ON ACCORD'S GROWTH SERIES RESOURCES

Explore the library

Some recommendations on this topic:

- Changing times - How brokers can engage with clients and create opportunities
- 5 key steps to a robust client retention strategy
- Mortgage Leads | 7 Things Mortgage Brokers Do Online To Generate More Mortgage Leads-A practical checklist to help advisers generate leads, improve retention, and boost visibility.

SEIZE THE 2025 OPPORTUNITY

With billions in remortgage maturities and a market hungry for guidance, 2025 is a defining year for mortgage advisers. By focusing on **customer retention**, leveraging **data and tools,** and tapping into resources like the **Accord Growth Series**, advisers can turn this wave of maturities into a wave of growth.

The key? **Start early, stay proactive, and always put the customer first.**

How does Accord support clients who are looking to remortgage with us?

Residential

- We offer lending up to **95% LTV**, including for capital raising. Importantly, we don't classify Help to Buy loan repayments as debt consolidation, which means clients repaying their H2B loan can still qualify for up to 95% LTV.
- 85% LTV for debt consolidation and no debt-to-income ratio.
- Offers valid from offer date for a full 6 months.
- We offer cash back alternative products to free legals, giving the clients more choice

Real life example of our **common-sense approach**

Buy To Let

- Up to 80% LTV including capital raising.

For capital-raising remortgages the following are permitted:
  - Debt consolidation (Max 75% LTV)
  - School fees
  - Holidays/cars
  - Purchasing another property
  - Home Improvements
- We offer cash back alternative products to free legals, giving the clients more choice.
- **Lower ICR** for like for like remortgages.
- **TOP SLICING** available to landlords who are remortgaging a rental property but are unable to meet our affordability calculations through rental income alone. (Max 75% LTV)

Top Slicing | Accord Mortgages

LOOKING FORWARD

ACCORD'S COMPETITIVE PROC FEES

Accord is committed to supporting brokers with a competitive procuration fee for product transfers. With access to a wide range of products, common-sense lending, and expert, dedicated teams, Accord offers a perfect combination designed to keep brokers and their clients happy - now and in the future.

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